

Application Summary Sheet

Form A

ARIZONA COMMISSION ON THE ARTS

Applicant: Arboretum at Flagstaff	Application Number: 300-05
Project Dir.: Kirsten Novo	Category: MUSIC
Phone: (928) 774-1442	Project Title: Summer Concert Series
FAX: (928) 774-1441	
E-Mail: kirsten.novo@nau.edu	
Website:	

Discipline: 15
Project Discipline: 02
Activity Type: 05
Legislative Dist: 002
Congressional Dist: 001

Address: 4001 S. Woody Mountain Rd. , Flagstaff, AZ 86001
County: Coconino

Authorizing Official: Nancy Morin

Applied Last Year: ☐ No

REQUEST Total ACA Grant Requested: \$1,800 Grant Amount Recommended: \$1,350

Previous Years Funded: ☐ FY2004
☐ FY2003
☐ FY2002 Rank: M+

Other applications from this organization:

Supplemental Materials: ☐ Slides ☒ CDs/Tapes ☐ Season Brochure ☒ Other:
☐ Photos ☐ Video ☐ News Clippings

Panel Comments:

Arboretum at Flagstaff, 300-05, Summer Concert Series

Strengths:

J - Serves the community in a number of ways.
An interesting way to support their mission.
Valuable project.
Not a new project so tried and true with same director.
Bringing people to the arboretum for the interesting drum project particularly sounds like it will work.
Responsible organization. Sound management.
Wide variety of art.
Solid board.
Good corporate contributions.
Clever way to involve the public and particularly local artists.

Weaknesses:

J - Wanted to know more about audience demographics and how they intend to widen audience. Small advertising budget but they do hope to join advertising for this with a lot of their other publicity.
Don't say how they will get the audience to learn about the arboretum.
Need a better evaluation method.
Concern that the music is not the primary concern here.

The Arboretum at Flagstaff - Summer Concert Series 2004

Applicant Name: **The Arboretum at Flagstaff**

Contact Person and Phone Number: Kirsten Novo (928) 774-1442, ext. 107

Project Title: **Summer Concert Series**

Begin and End Dates for Grant: June 6, 2004-September 5, 2004

Summary of Project: The Arboretum at Flagstaff will host an outdoor evening concert series in the gardens featuring a selection of diverse musical styles from around the world.

I. Artistic quality and creativity of the project:

Mission: The mission of The Arboretum is to increase the understanding, appreciation, and conservation of plants and plant communities native to the Colorado Plateau; to identify, evaluate, display, and introduce plants adaptable to the climatic and soil conditions of the Flagstaff environment; to seek through scientific research innovative solutions to conservation issues of this high altitude environment; and to develop educational programs that will increase the understanding of the need for wise stewardship of our natural environment.

Project: The Summer Concert Series is a way for Arboretum visitors to experience the beauty of our gardens and striking view of the San Francisco Peaks while enjoying the music of local and regional musicians. Since 2000, we have organized a concert series for families visiting The Arboretum from out of town as well as local residents. Our goal is to provide quality acoustic musical programming in a beautiful outdoor setting on summer evenings. Since over 75% of our attendance is from the Phoenix area and southern Arizona, we have found that our Summer Concert Series is a creative way to attract people to our garden. With funding assistance from the Arizona Commission on the Arts, a more diverse group of Arboretum visitors will have the opportunity to view our gardens and enjoy the music of regional musicians. There will be a total of four performances on the first Sunday evening of each month from June through September. The series will begin with *Taiko Drums** from Phoenix in June, the local Flagstaff bluegrass group *Desperate Measures* in July, Classical guitarist *Craig Yarborough* in August, and *Zigaboom* Latin beats in September.

The line-up of artists for this year's series developed organically into the theme of world music based on contacts with local performers. The Arboretum is limited to acoustic musical performances by our county conditional use permit. The classical guitarist Craig Yarborough contacted us wishing to perform his Spanish style classical guitar as part of our annual Summer Concert Series. We then contacted the group *Desperate Measures* who have played at our members' reception and were very popular with our audience. In the past, we have had Vincent Ziegelbaum for a solo performance, this year Roberto Olivera from Cuba joins him and they will be performing latin inspired music under the name *Zigaboom*. To round out the world music theme, we contacted the Taiko drummers who were listed on the artists' roster from the Arizona Commission on the Arts. By bringing in a group from Phoenix, we hope to treat our local audience to a special performance that they might not otherwise have the opportunity to experience.

The Arboretum plans to continue offering the Summer Concert Series in the gardens on Sunday evenings during our high season in order to attract a wider diversity of visitors. Our outdoor setting provides an excellent backdrop for performers and allows families to bring a picnic dinner and enjoy high quality musical performances. For the past four years, we have featured only local Flagstaff artists. With funding from the Arizona Commission on the Arts, we plan to host performing artists from a greater geographical distance to increase the diversity of musical genres.

We will evaluate the Summer Concert Series by comparing the attendance of this year's performances with data from the past four years. In addition, we will collect comments from a cross section of audience members through our guest sign-in book and informal interactions. The artists will also have an opportunity to provide feedback about the venue and organizational concerns.

II. Ability of the project to serve the needs of the community, including potential public exposure and public benefit, and efforts to reach artists and audiences from culturally diverse groups.

Community Served: Over 18,000 people visit The Arboretum each year to learn about the natural history of our high-elevation environment. Our membership of over 700 is predominantly local Flagstaff residents. We are open to the public during the growing season from April 1 until December 15. School groups throughout northern Arizona take advantage of our grade-specific science education programs in the spring and fall months. In 2003, we provided programming for approximately 2,300 schoolchildren. During the summer months a large proportion of our daily visitors are from southern Arizona. The Arboretum hosts gardening classes, children's summer programs, public events such as our the Healthy Gardener Fair, the Penstemon Festival, a Fall Open House, a Holiday Celebration, and Winterfest. Throughout the summer and fall months, we have weekly bird walks, wildflower walks, special topic walks, adult craft classes, and Sunday concerts. For the past four years, we have attracted approximately 400 people each year to the Summer Concert Series. This year we hope to reach a wider audience of approximately 500 people by offering a more diverse program.

Project Promotion: The Arboretum's Summer Concert Series is entering its fifth year of providing quality entertainment to families in northern Arizona. We publish the dates for the concert series in our annual calendar of events, which is available to the community in December for the following calendar year. The calendar of events is sent to all statewide media sources including the print media, radio, and television. Our quarterly members' newsletter features a teaser column announcing the concert series in our spring issue and then we follow with a full article in the summer issue of the newsletter which is mailed to 900 recipients regionally. We do specific advertising for the concert series by hanging posters at approximately 30 locations throughout Flagstaff. Flyers are distributed to local businesses and organizations for display in their windows and on counters. Immediately prior to the events, we send out press releases and public service announcements to northern Arizona media outlets. A member of the public programs staff goes on the local television for a live, five-minute interview on the morning news show within a couple of days before each performance.

Community involvement: By offering a variety of world music, we hope to expand our audience at the Summer Concert Series. Zigaboom has performed locally with a very positive response from the Hispanic community. Their festive Latin style music which blends Mediterranean and Caribbean sounds is appealing to all ages and diverse backgrounds. Taiko Drums should be a great draw since we do not have any similar Asian style musicians in northern Arizona. The tradition of drumming may also prove to be of interest to local Native American residents, since drumming figures prominently in both Hopi and Navajo traditional music. By adding a variety of musical styles to our usual program of acoustic guitar performances, we hope to see greater attendance in 2004.

III. Managerial/administrative ability of the application organization to carry out arts programs and administer grants funds

The project manager for the 2004 Summer Concert Series is the Finance Office Manager, Kirsten Novo who has three years of experience at the Arboretum. Kirsten has worked closely with past concert series in the gardens. She will handle all contracts, communications, and payments for the artists. As part of her job, Kirsten maintains all grant monies with the oversight of administrative personnel. She will maintain all records pertaining to the grant awarded and report outcomes following completion of the project in September 2004.

The Arboretum will compare ticket sales from previous years to the amount collected during the 2004 season. We will analyze comments in our guest sign-in book and compare them to comments from past public events. A tally will be made of how many members and non-members attend the concerts. A special effort will be made to encourage first time visitors to attend concerts. An informal interview will be made at the admissions desk to determine how many first time visitors attend the concerts.

IV. History of the organization in presenting, producing, or serving the arts.

Description of The Arboretum: The Arboretum at Flagstaff is the only high elevation botanical garden on the Colorado Plateau that educates the public about the native and adapted plant species that thrive in our climate of extremes. The 200-acre property encompasses forest, meadows, wetlands, ten acres of cultivated gardens, a greenhouse, a visitor center, a historic log home, a gift shop, and administrative buildings. We are located in west Flagstaff, four miles down a dirt road in the heart of a Ponderosa Pine forest. From our gardens, there is a striking view of the San Francisco Peaks.

The Arboretum was established as a non-profit organization in 1981 when Frances McAllister donated her private property to a new entity called the Transition Zone Horticultural Institute that became known as The Arboretum at Flagstaff in 1985. Mrs. McAllister wished to share her beautiful property located at 7,150 feet in the Ponderosa Pine forest with visitors from the local community and travelers from a far. Besides enjoying the beauty of the cultivated gardens and natural environments, visitors can also learn about current issues affecting southwestern landscapes such as drought, endangered plants and animals, and invasive exotic plants.

The Summer Concert Series is a way for The Arboretum to attract visitors who would not be coming to the gardens specifically to learn about high elevation horticulture. Four years ago, The Arboretum began offering a series of evening concerts once a month during the high season to provide a pleasant venue for families to enjoy the gardens, acoustic music, and a picnic dinner. Since Flagstaff has a population of around 50,000, we have managed to tap the local resource of musicians who are able to perform acoustically out of doors for a crowd of over 100 people per concert. We are very interested in hosting performers from a wider geographic range while maintaining affordable ticket prices for families.

The Arboretum at Flagstaff - Summer Concert Series

Project Budget

Outline below the budget for the specific project described in this application. Itemize expenses in each category. Refer to the Glossary for explanation of terms. Please round numbers to the nearest dollar. *This form automatically calculates totals; the "0"s will change to totals once you've entered your figures. Tab through entire form to get accurate totals.*

PENSES

Expenses (cash only)

1. Salaried Personnel/Staff
 - a) Administrative # of staff 2 \$ 2,500
 - b) Artistic # of staff \$ 0
 - c) Technical/Prod # of staff 2 \$ 500
2. Contracted Services
 - a) Artists \$ 3,380
Taiko Drums (\$2,200)
Desperate Measures (\$500)
Craig Yarbrough (\$180)
Zigaboom (\$500)
 - b) Consultants/Other Experts \$ 0
3. Production Expenses \$ 0

Space Rental \$ 0
N/A
5. Travel \$ 220
Mileage from Phoenix, 3 people
lodging/meals
6. Marketing/Promotion \$ 250
Ads, flyers, posters
7. Remaining Operating Expenses \$ 0
N/A
8. Total Cash Expenses \$ 6,850
(Total Items 1 thru 7)

Cash Income (Revenue + Support) Revenue (earned income - cash only)

9. Admissions \$ 2,400
\$6.00 X 400
10. Contracted Services \$ 0
11. Other Revenue \$
- Support (contributed income)
 12. Corporate Contributions \$ 2,650
Target (pending)
 13. Foundation Grants \$ 0
N/A
 14. Other Private Contributions \$ 0
- Government Support
 - a) Federal \$ 0
 - b) Regional \$ 0
 - c) State (do not include this request) \$ 0
 - d) County \$ 0
 - e) City \$ 0
- Total Government Support \$ 0
16. Applicant Cash \$ 0
17. Cash Income Without Grant \$ 5,050
(Total items 9 thru 16)
18. Grant Amount Request \$ 1,800
19. Total Cash Income \$ 6,850
(Total Items 17 and 18)

NOTE: CASH EXPENSES MUST EQUAL CASH INCOME

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